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JUN 22 2011

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
David W. Roth et al.

Application No.: 09/216,206

Confirmation No.: 1079

Filed: December 18, 1998

Group Art Unit: 3622

For: System and method for real-time bidding
for Internet advertising space

Examiner: John W. Van Bramer

REPLY TO NON-FINAL OFFICE ACTION
MAILED DECEMBER 22, 2010

VIA FACSIMILE: (571) 273-8300

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This is a reply to the non-final Office Action ("Office Action") mailed December 22, 2010. In view of the following arguments and remarks, reconsideration of the outstanding rejections is respectfully requested.

Remarks / Arguments begin on page 2

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